ice-n-beans

BRAND GUIDE



we are



ice-n-beans

ice cream and coffee shop

We believe a good day can turn on something small: a scoop, a cup, and someone who knows your name.

ice-n-beans is an ice cream and coffee shop. Two birds share one mark: the ice-cream bird for our pints, the toucan for our coffee.

Our beans come from a single farm partnership. Our pints have names meant to make you smile, like holy chip and going nuts. And our app greets you by your first name.

two birds,
one
SHOP

...one bird for the pint, one for the cup,
and room at the counter for whoever
walks in.

OUR MISSION:

“one scoop at a time”

lavender days

is to turn the everyday stop for coffee or ice cream into the **best part** of someone’s day: beans from a single farm, flavors worth a smile, and a counter that remembers your name.

we're

DIFFERENT

Coffee from a **single farm**, start to cup.

Ice cream with names that **make you smile**.

An app that **greets you** by your first name.

“Sometimes you just need a giant spoonful of peanut butter.”

the going nuts pint

OUR GUESTS

ARE

coffee

the coffee crowd

sweets

the sweet tooth

family

the whole family



good things start small

OUR CORE VALUES

Know the source

One farm, one partnership. We can tell you where your coffee grew.

Make them smile

A pun on the pint, a quote on the label, a reason to come back.

Know their name

Greet people like regulars, because they are.

Keep it simple

Two or three words on a button. No clutter, no emoji.

Do it with care

Organic coffee and small batches of joy. Nothing rushed.

think **SWEET** thoughts

Why have brand standards? Well... a shop people can spot from across the street is a shop people come back to. These pages keep the birds, the colors and the voice consistent, so every pint, cup and screen feels like the same place.

a color for every flavor

Caramel is the brand: the logo, the wordmark, buttons and borders. The flavor colors belong to the products: label grounds and the circle behind a product photo. Keep them off screens and app chrome, and never set small text in caramel.

brand colors

caramel
hex C49A6C
rgb 196 154 108
pantone [____]

caramel deep
hex 8A6238
rgb 138 98 56
pantone [____]

cream
hex F4F2E5
rgb 244 242 229
pantone [____]

charcoal
hex 3D3530
rgb 61 53 48
pantone [____]

flavor colors

lavender
hex CDB2D5
rgb 205 178 213
pantone [____]

sky
hex 95C1E1
rgb 149 193 225
pantone [____]

pistachio
hex 8FA184
rgb 143 161 132
pantone [____]

butter
hex E3B65A
rgb 227 182 90
pantone [____]

two birds, one mark.

The mark is two birds sharing one shape: the ice-cream bird on the left, the coffee toucan on the right. With the wordmark and the line “ice cream and coffee shop,” it forms the lockup.

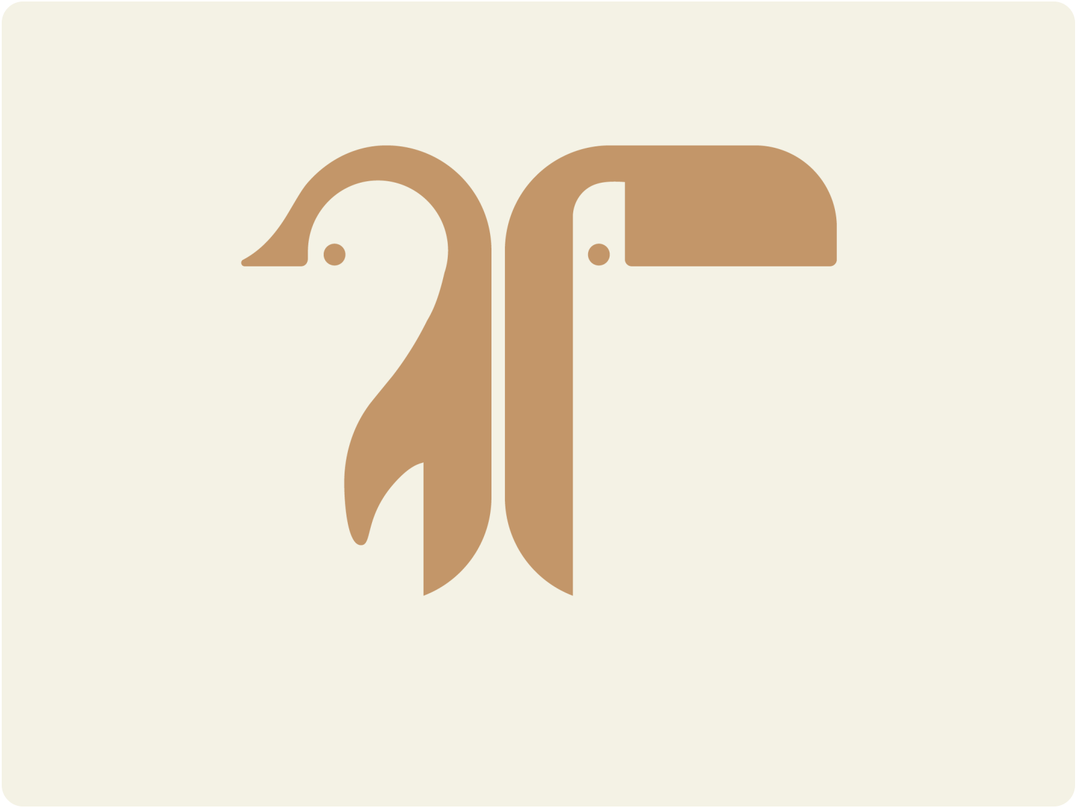
preferred



the lockup

Use it in caramel on white, with generous space on every side. The name is always lowercase and hyphenated: **ice-n-beans**.

other uses · always one ink: caramel



the mark alone: app header and favicon



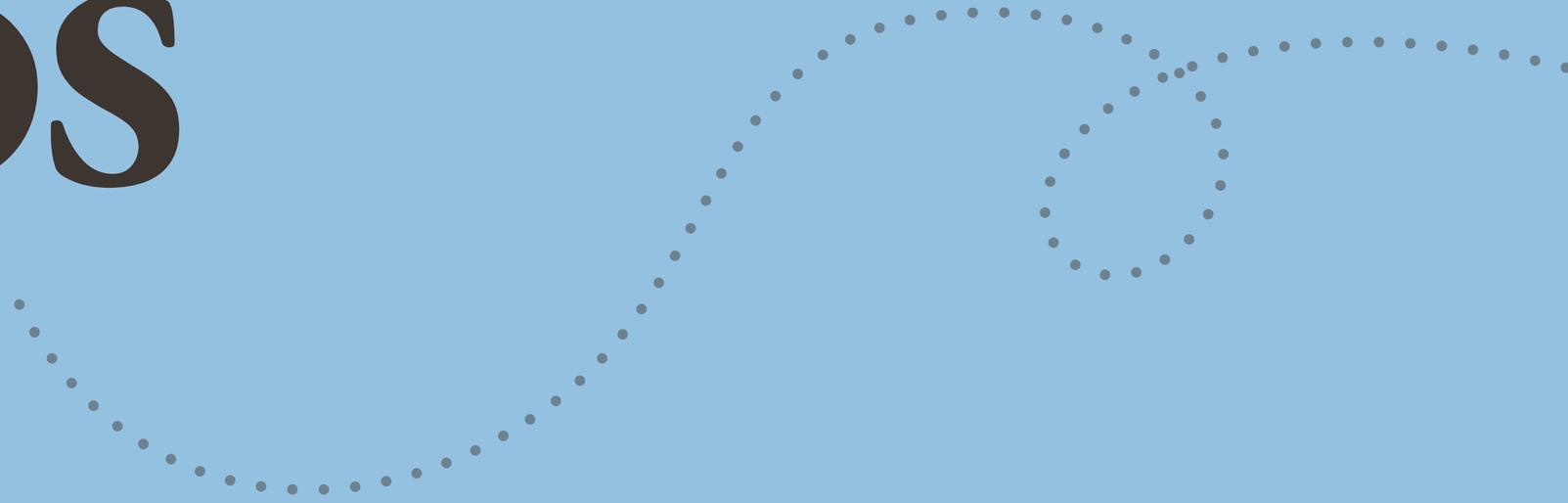
the lockup on cream: menus, sheets and the loyalty card

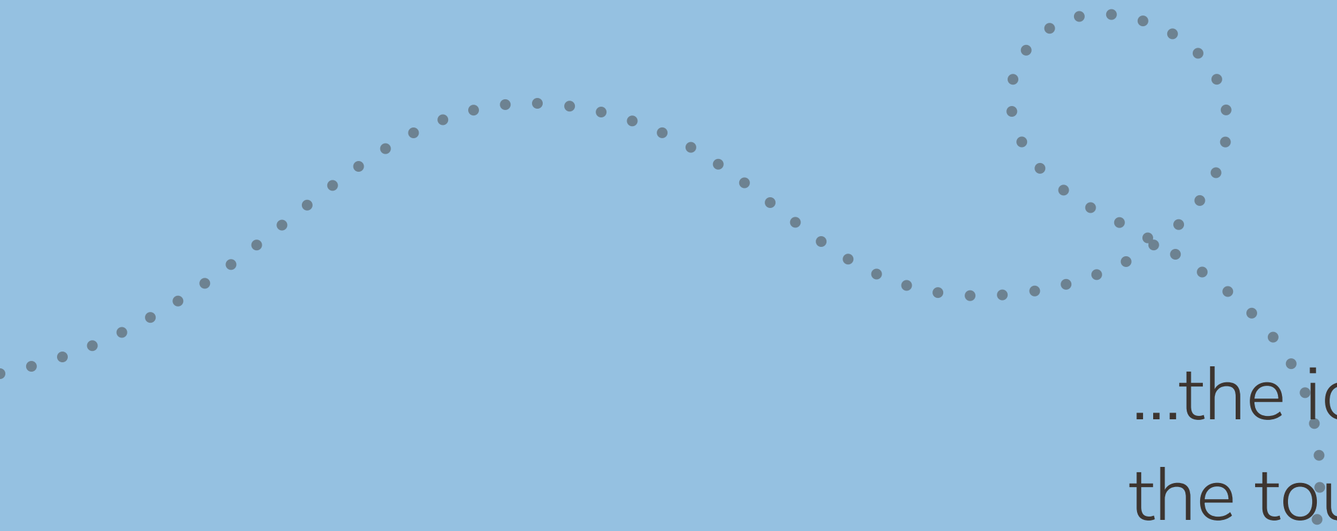
INTEGRITY OF THE MARK

Please don’t get creative here, okay? This is the logo.

- Do not crowd it: keep clear space on every side.
- Do not stretch, squash or skew it.
- Do not rotate it, except in the pattern.
- Do not change the wordmark’s typeface.
- Do not capitalize the name or drop the hyphens.
- Do not recolor it. Caramel only.
- Do not split the birds, except on packaging.
- Do not add shadows, outlines or effects.
- Do not place it on busy photos or textures.
- Do not set it inside a line of text.

take note
of the
BIRDS





...the ice-cream bird marks every pint,
the toucan marks every bag of beans,
and on packaging each one is cropped
off the edge.

every pint gets one color, one bird and one quote.











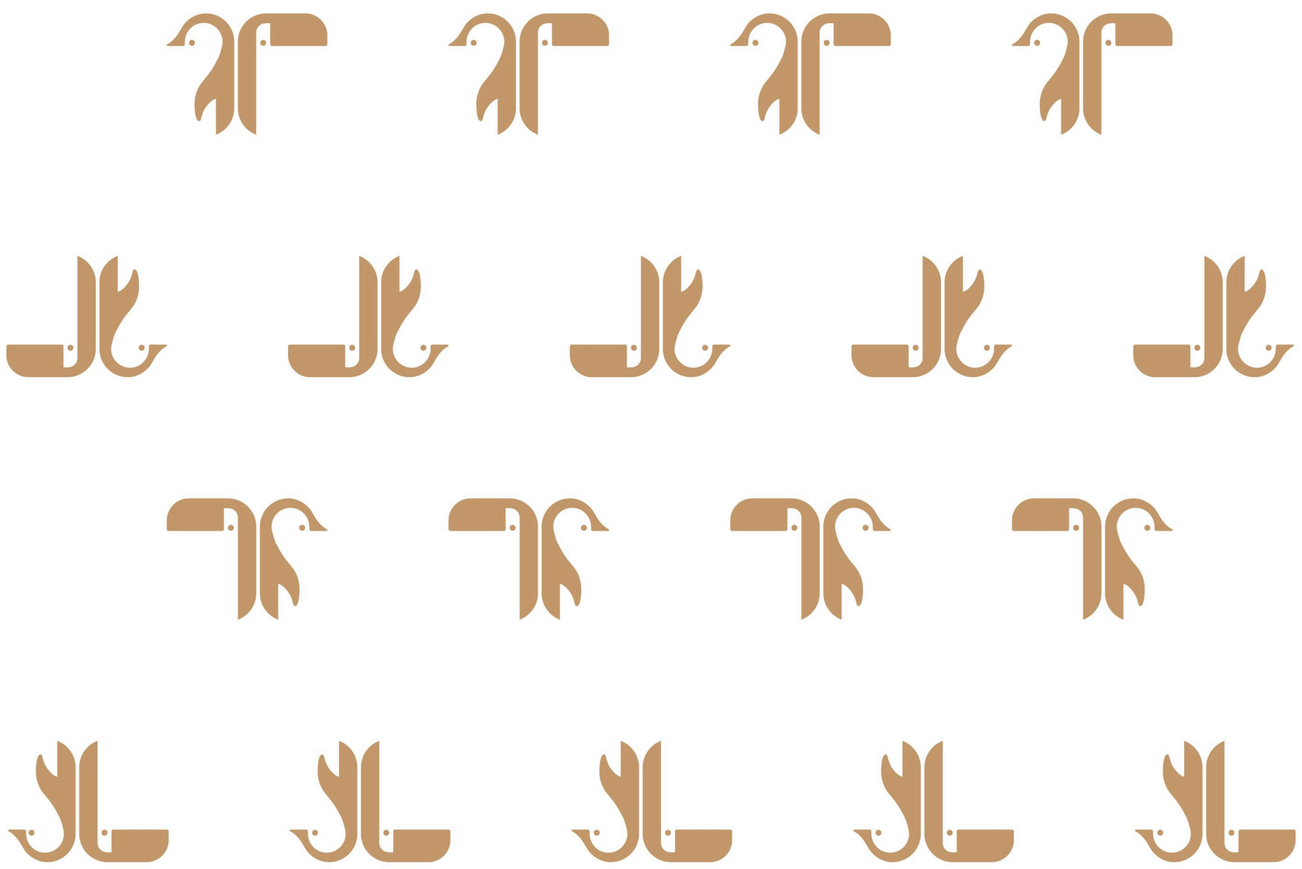


how a label is built

Pints: a flavor ground, the bird cropped at the top right, the flavor in script plus “ice” in the serif, one quote between two hairlines, and “a product of ice-n-beans” with “1 pint | 473 ml” at the foot.

Beans: the toucan, the serif name, then origin, roast, processing, notes and elevation in a ruled table.





the pattern

The mark, repeated in rows and turned. For bags, cups and wrapping. One color only.

ice-n-beans

lavender

ice cream and coffee shop

These three are stand-ins until the original font files are added.

EB Garamond
the wordmark and the big “ice” and “beans”

Sacramento
flavor and product names, always lowercase

Nunito Sans
the descriptor, label quotes and the app

how we sound

- **The name** is always ice-n-beans: lowercase, hyphenated.
- **Flavor names** are short and punny, like holy chip and going nuts.
- **Every pint** carries one gentle quote, in quotation marks.
- **In the app**, speak to one person by first name: “Good morning, Evelyn.”
- **Buttons** are two or three words: “Add to Cart.” No emoji.



now go make someone's day.

see you at the counter